RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 13, 1997

RJR Account #396640
Ms. C. LeTares
MANCHESTER TOBACCO

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Christine:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **180** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
12	*Winston Filter Box*	12300-24876
12	*Winston Light Box*	12300-22772

Product / Premium Arrival:	**December 8, 1997**
Ship Date to Retail:	**Week of: January 5, 1998**

Displays (Item #536285)

SKU CUBE:	**0.8260**
SKU WT (w/o Product):	**1.5000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$6,570.75**

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Source: https://www.industrydocuments.ucsf.edu/docs/hnpy0000

.70¢ 2-Pack Tear Tape
MANCHESTER TOBACCO

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box*.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$336.00 (12 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: H. Battle
L. E. MacWilliams

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 396640 MANCHESTER TOBACCO, INC. <DIRECT>
TEMPLATE : 800008 80100 WIN JAN 70/2 NO
TEMPLATE SEQ : 0020
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112204	112227	022048	COVELLS VARIETY INC	MAIN STREET, ROUT	NORTH STRATFOR	NH	03590	2				(603)922-5114
112204	112227	105175	DUPUIS COUNTRY STOR	ROUTE 3	GROVETON	NH	03582	5			160416	(603)636-1462
112204	112227	347943	OLD CORNER STORE	MAIN ST	JEFFERSON	NH	03583	1			130784	(603)586-7722
112204	112227	483098	RON'S VARIETY	737 MAIN ST	BERLIN	NH	03570	1			120503	(603)752-1908
112204	112227	550908	BOTTLE KEG	CONWAY MARKET PLA	CONWAY	NH	03818	1			170481	(603)447-3353
112204	112227	700840	GLEN BEVERAGE	RT 16	GLEN	NH	03838	2			170065	(603)383-4800
112206	112220	104662	PATRIOT'S CORNER GR	29 OCEAN BLVD	HAMPTON	NH	03842	4			947137	(603)926-7087
112206	112220	104687	CABOT ST GROCERY	125 CABOT ST	PORTSMOUTH	NH	03801	5			540302	(603)436-0028
112206	112220	104695	STOP & GO #705	1350 WOODBURY AVE	PORTSMOUTH	NH	03801	2			831947	(603)436-7811
112206	112220	433996	DURHAM MARKETPLACE	7 MILL RD	DURHAM	NH	03824	1			237631	(603)868-2500
112206	112220	481941	SHORT STOP	968 MIDDLE RD	PORTSMOUTH	NH	03801	1			559714	(603)431-3401
112206	112220	708038	ROSES COUNTRY STORE	353 CALEF HWY	EPPING	NH	03042	3			524471	(603)679-1967
112206	112220	729068	M&P COUNTRY CONVENI	137 EPPING RD	EXETER	NH	03833	2			741278	(603)772-4143
112206	112220	751098	SEACOAST SUBS N SOD	517 MIDDLE ST	PORTSMOUTH	NH	03801	1			949754	
112206	112220	754915	THE LIGHTHOUSE	369 OCEAN BLVD	HAMPTON	NH	03842	1				(603)926-4951
112206	112220	755927	SUDS N SODA	365 PORTSMOUTH AV	GREENLAND	NH	03840	5				(603)431-9823
112208	112225	582294	TEN ROD ROAD GETTY	TEN ROD ROAD	ROCHESTER	NH	03867	1			924682	(603)332-3301
112208	112220	601072	POOR THOM'S BEVERAG	231 ROUTE 125	BARRINGTON	NH	03825	1			927175	(603)664-2599
112208	112220	692094	DOVER POINT VARIETY	79 DOVER POINT RD	DOVER	NH	03820	5			937648	(603)749-0035
112208	112225	755159	CORNER STORE	CENTER & MAIN ST	WOLFEBORO	NH	03894	1				(603)569-1835
112208	112225	755495	STOP & GO #710	158 N MAIN ST	ROCHESTER	NH	03867	1			821958	(603)332-0773
112208	112220	755751	JJ'S MINI MART	220 ROUTE #16	SOMERSWORTH	NH	03878	1			531046	(603)749-9546
113103	113128	733378	BROWN JUG PACKAGE	324 E MAIN ST	MERIDEN	CT	06450	5				(203)237-8644
163803	163821	104064	HIGH STREET MARKET	HIGH ST	KEENE	NH	03431	1			340820	(603)352-1898
163803	163826	103219	HENNIKER PHARMACY	PROCTOR SQUARE	HENNIKER	NH	03242	1				(603)428-3456
163803	163822	484497	BIG JOHN'S COUNTRY	92 UNION ST	MILFORD	NH	03055	2			435510	(603)672-6733
163804	163822	481791	BROAD STREET EXXON	103-105 BROAD STR	NASHUA	NH	03060	2		5474-0000	435513	(603)883-2048
163804	163822	688415	CONVENIENCE 101	362 GIBBONS HWY	WILTON	NH	03086	1			935591	(603)654-6488
163805	163823	701000	HIWAY SUPERETTE	91 W BROADWAY	DERRY	NH	03038	1			641001	(603)434-4219
163805	163820	103053	TURNERS VARIETY	38 CROSS ST	SALEM	NH	03079	4			642017	(603)898-7962
163805	163823	717460	THIRTY PINES TEXACO	2 ASHLIGH DRIVE	DERRY	NH	03038	1			724698	(603)425-0705
163805	163823	730143	BROTHERS CORNERS VT	34 SOUTH STREET	DERRY	NH	03038	1				(603)434-0788
163805	163823	755690	DIAL MART	TINKHAM ST	DERRY	NH	03038	1				(603)434-8509
163805	163823	771392	GO-GO MART	NORTH LOWELL RD	WINDHAM	NH	03087	1		3419-0000		(603)437-6799
163805	163820	307460	ONE STOP MOBIL	134 N BROADWAY	SALEM	NH	03079	5			641528	(603)893-8074
163805	163823	327760	FREEDOM FUEL	128 W BROADWAY	DERRY	NH	03038	3			645085	(603)434-3838
163805	163823	450283	HILLTOP FOOD & DELI	33 INDIAN ROCK RD	WINDHAM	NH	03087	1				(603)434-4686
163805	163823	465963	MIKES GROCERY & DEL	16 N MAIN ST	DERRY	NH	03038	5				(603)432-2861
163805	163823	543932	NO LONDONDERRY EXXO	RT 28	LONDONDERRY	NH	03053	4		5474-0000	644059	(603)432-0036
163806	163824	090460	JOHNNY'S TIRE & BAT	680 MAST RD	MANCHESTER	NH	03102	1		5474-0000	261051	(603)668-1325
163806	163824	964646	CANDIA GETTY	ROUTE 101	CANDIA	NH	03034	2			845582	(603)483-8945
163806	163824	730589	SANDYS VARIETY	2281 CANDIA RD	MANCHESTER	NH	03109	1			229740	(603)669-8382

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WHOLESALER : 396640 MANCHESTER TOBACCO, INC. <DIRECT>
TEMPLATE : 800008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0020
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163806	163824	103187	BUNNYS SUPERETTE	75 WEBSTER ST	MANCHESTER	NH	03104	1				(603)622-5080
163806	163826	597069	CAPITAL FARMS	3 BROADWAY	CONCORD	NH	03301	1			425591	(603)224-9859
163806	163824	771257	AUBURN GO-GO	LONDONDERRY TURNP	AUBURN	NH	03032	2		3419-0000		(603)625-1839
163806	163826	673284	GETTY MART	242 N MAIN ST	CONCORD	NH	03301	2			944117	(603)226-9473
163806	163826	198514	TONYS KORNER KUBBAR	394 N STATE ST	CONCORD	NH	03301	1			322095	(603)228-8774
163806	163826	247464	EPSOM CIRCLE MARKET	EPSOM CIRCLE	EPSOM	NH	03234	1			851493	(603)736-8121
163806	163824	317519	VEANOS CON. STORE	146 LOUDON RD	CONCORD	NH	03301	1			442279	(603)224-8190
163806	163824	697362	BRIDGE ST FOOD MART	24 LOUDON RD	CONCORD	NH	03301	1				(603)224-9261
163806	163824	720822	FOOD BASKET	72A WASHINGTON ST	CONCORD	NH	03301	1				(603)225-2242
163806	163824	734183	IDEAL MARKET	25 SOUTH ST	CONCORD	NH	03301	1			523291	(603)224-0342
163806	163824	104345	SAINDON'S MARKET	250 DUBUQUE ST	MANCHESTER	NH	03102	1				(603)668-0606
163806	163823	104365	MR MARKET INC.	297 SPRUCE ST	MANCHESTER	NH	03103	5			711342	(603)668-6188
163806	163824	104371	AMOSKEAG MARKET	275 PRONT ST	MANCHESTER	NH	03102	1			622779	(603)668-6415
163806	163824	302680	RIVERSIDE EXXON	36 W RIVER RD	HOOKSETT	NH	03106	1		5474-0000	624468	(603)668-0039
163806	163824	458290	ACADEMY FRUIT	266 BRIDGE ST	MANCHESTER	NH	03104	2			225334	(603)668-1251
163806	163823	461399	MERRIMACK GETTY	605 D.W. HIGHWAY	MERRIMACK	NH	03054	2			166578	(603)424-5542
163806	163823	479524	SOUTH MAPLE VARIETY	93 S MAPLE ST	MANCHESTER	NH	03103	5				(603)625-4923
163806	163824	487016	HARVEST FARM MARKET	995 GOFFSTOWN RD	MANCHESTER	NH	03102	1			823469	(603)627-8525
163806	163823	487050	PANTRY PRIDE	469 CHARLES BANCR	LITCHFIELD	NH	03052	1			137202	(603)424-3310
163806	163823	688630	ROBO'S VARIETY	912 SOMERVILLE ST	MANCHESTER	NH	03103	5			835588	(603)624-1771
163806	163824	712480	UNCLE BOB'S	435 KELLEY ST	MANCHESTER	NH	03102	5				(603)623-0521
163806	163824	712596	ANTHONY'S SOUTH ELM	37 ELM ST	MANCHESTER	NH	03101	5				(603)622-5800
163806	163824	714926	CROSSTOWN VTY	270 AMORY ST	MANCHESTER	NH	03102	1			815581	(603)668-4100
163806	163824	716330	WEST SIDE EXPRESS M	725 2ND ST	MANCHESTER	NH	03102	1			836005	(603)625-4969
163806	163824	728365	D.W. EXXON	738 HOOKSETT RD	MANCHESTER	NH	03104	1			227658	(603)628-1684
163806	163824	754850	PAAD'S MOBIL STATIO	705 DW HIGHWAY	MANCHESTER	NH	03104	1				(603)669-8695
163806	163823	755636	CARON & SONS MOBIL	468 DANIEL WEBSTE	MERRIMACK	NH	03054	2			105629	(603)424-5227
163806	163823	757341	SHORT STOP SUPERETT	78 WILSON ST	MANCHESTER	NH	03103	2			225019	(603)622-4745
163807	163827	105257	PORFIDOES MARKET	84 MAIN ST	LITTLETON	NH	03561	1			130632	(603)444-6771
163807		762916	WEIRS BEACH DELIMAR	1187 WEIRS BLVD	LACONIA	NH	03246	1				(603)366-2292
163807	163826	453224	SPEEDWAY CON.	ROUTE 106	LOUDON	NH	03301	2			857169	(603)783-0312
163807	163826	497498	GUS'S COUNTRY STORE	ROUTE 106	BELMONT	NH	03220	5			653318	(603)267-7590
163807	163826	507993	BELMONT VILLAGE STO	PO BOX 716	BELMONT	NH	03220	1			650212	(603)267-6987
163807	163826	562240	HOMETOWNE MARKET	43 S MAIN ST	PENACOOK	NH	03303	1			443450	(603)753-9891
163807	163826	576289	BOSCO BELL STORE	ROUTE 28	BARNSTEAD	NH	03218	4		2794-0200	635509	(603)435-8501
163807	163826	695820	AIRPORT COUNTRY STO	63 GILFORD EAST D	GILFORD	NH	03246	2				(603)524-2232
163807	163826	604756	GUS COUNTRY STORE	ROUTE 3	TILTON	NH	03276	1			655328	(603)524-3916
163807	163826	020444	CROSSROADS	ROUTE 4	SALISBURY	NH	03268	1			645595	(603)648-2221
163807	163826	104868	WAYSIDE GROCERY	RTE 28 & 11	ALTON	NH	03809	2			632304	(603)875-2861
163807	163826	104875	MOUNTAIN'S GEN.STOR	MAIN ST	CTR BARNSTEAD	NH	03225	1			631381	(603)269-7031
163807	163826	105039	106 BEANSTALK	RT 106	LOUDON	NH	03301	2				(603)783-4305
163807	163827	105192	NORTHROPS INC	6 N MAIN ST	LISBON	NH	03585	1			135176	(603)838-2842
163807	163826	643734	DICKS MOBIL	MAIN STREET	LINCOLN	NH	03251	2			150460	(603)745-3572

PAGE BREAK TOTAL ACCOUNTS 85 TOTAL QUANTITY 171

TEMPLATE TOTAL ACCOUNTS 85 TOTAL QUANTITY 171

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WHOLESALER PACKING INSTRUCTIONS

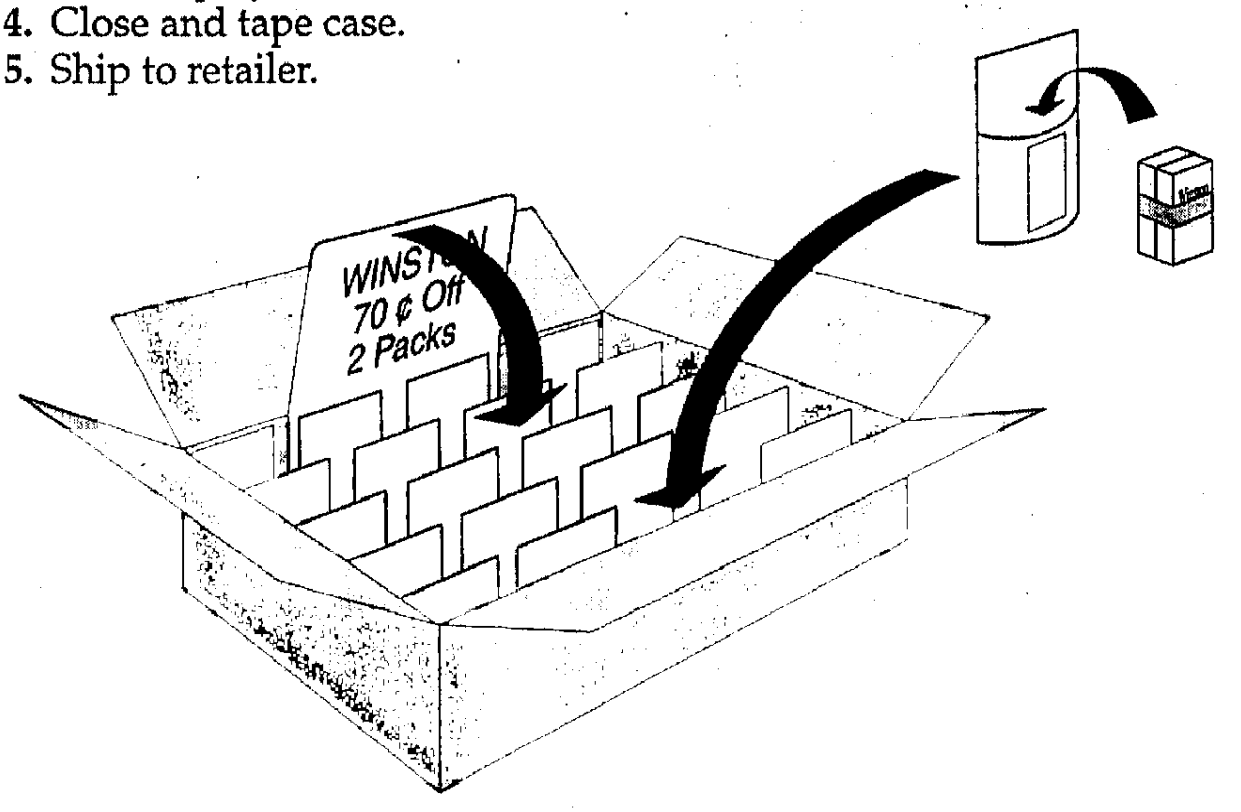
VALUE ADDED PROMOTIONS | 1ST QTR.'98

January WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 536285
Description: WINSTON .70/2 PK / POS Kit

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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